

2012 CONFERENCE

Connecting California to Improve Patient Care

Practical Solutions for Health Information Exchange and Quality Analytics

<http://www.redwoodmednet.org/projects/events/20120719/index.html>

Thursday & Friday, July 19th to 20th, 2012
DoubleTree Hotel, Rohnert Park, California

Exhibitor / Sponsor Prospectus

The sixth annual Redwood MedNet Conference will be held on Thursday and Friday July 19th and 20th at the DoubleTree Sonoma Wine Country Hotel. A well-known regional event, the Redwood MedNet Conference offers many opportunities for you to interact one-on-one with health information exchange stakeholders, government officials, customers, peers and industry leaders.

As at our prior conferences, an outstanding set of speakers will discuss best practices in electronic health record (EHR) implementations, health information exchange (HIE) and quality analytics. Conference attendees will include healthcare technology and business leaders from throughout California. We are expecting attendance of over 200 at the conference. *New this year*, we have expanded the program to include **California Connects**, an Interoperability Exhibition open to the public and featuring multiple HIEs from California.

To promote your brand at our conference, send us your completed Exhibitor/Sponsor Contract and we will add your logo to the conference website and to the other marketing collateral.

We look forward to seeing you in July.



Rohnert Park is located 44 miles north of the Golden Gate Bridge on Highway 101.

San Francisco (SFO) and Oakland (OAK) international airports are each a one hour drive.

The airport shuttle from SFO and OAK stops at the DoubleTree Hotel.

Sonoma County (STS) regional airport, with daily flights to Los Angeles, Las Vegas, Portland & Seattle via Alaska Airlines, is a 10 minute drive.

Conference Location

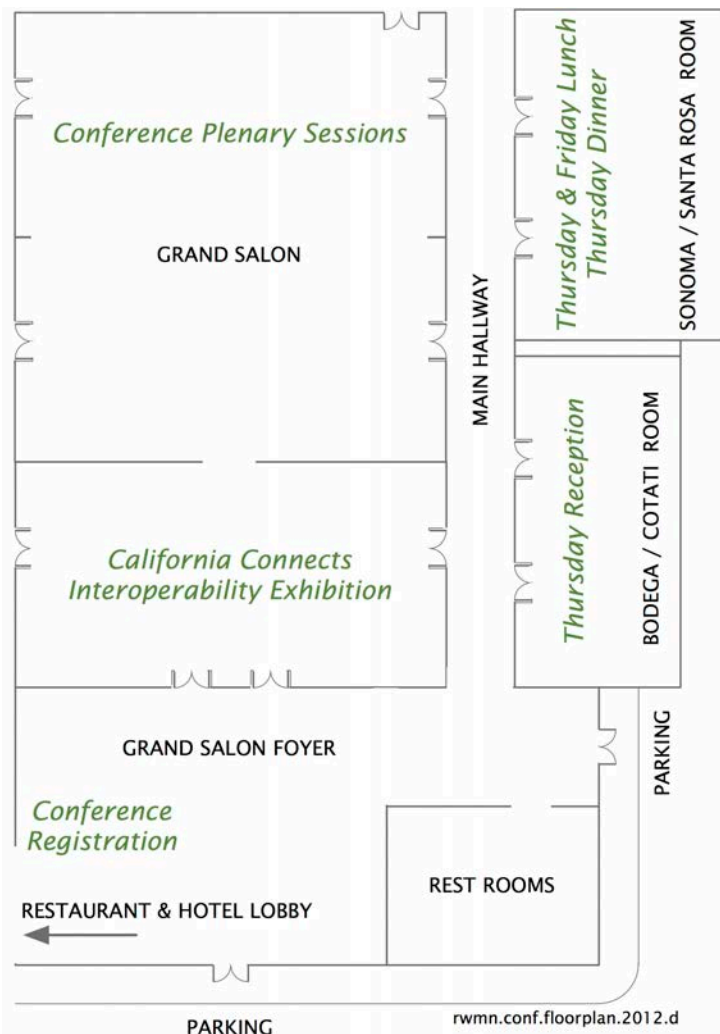
DoubleTree Hotel - Sonoma Wine Country
 1 Doubletree Drive
 Rohnert Park, CA 94928
<http://www.doubletreesonomahotel.com>

Conference room rate: \$115/night
 Group Code: 2012 Redwood MedNet Annual Conference
 707.584.5466

Room rates are subject to availability. After June 18, 2012 rooms AND rates are subject to availability and subject to the prevailing rate of the DoubleTree Hotel at the time your reservation is made. Please book your rooms early to guarantee the conference rate.

Conference Setting

The DoubleTree Sonoma Wine Country Hotel is a Hilton resort with a Tuscan Villa design. Guests can enjoy dining, swimming, tennis and golf set amidst vineyards. The two day Redwood MedNet Conference will be hosted in the Hotel Conference Center.



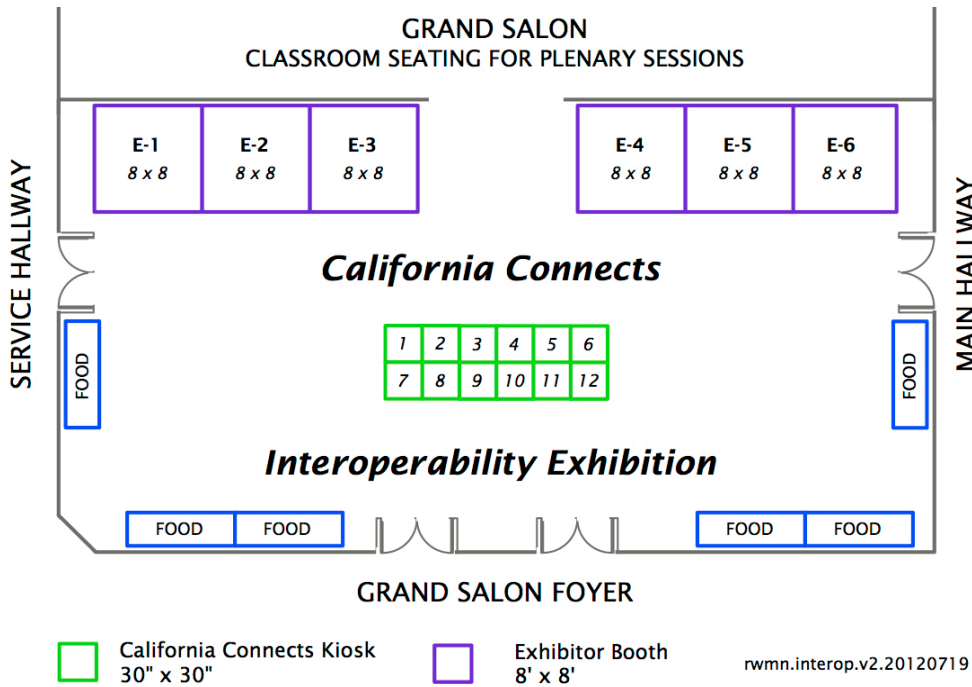
California Connects

The California Connects Interoperability Exhibition will feature a dozen EHRs and HIEs demonstrating practical and currently available interoperability standards, as well as showing pilot instances of new national standards for HIE. The Exhibition will host demonstrations on Thursday and Friday. The demonstrations occur during food and beverage breaks in the conference Plenary Sessions. Six hours of interoperability demonstrations are spread over the two days of the conference, allowing conference attendees to view interoperability solutions when convenient, and to speak with participants in the Exhibition.

QUESTIONS?

conference@redwoodmednet.org

*Proposed layout for the Conference.
 Final layout may vary.*



During morning, lunch and afternoon breaks in the Conference plenary sessions, food and beverages will be served in the Interoperability Exhibition. Exhibitor booths are priced at the **GOLD** and **PLATINUM** level.

Proposed layout for the Conference. Final layout may vary.

NOTE: Participation by an Exhibitor in the Interoperability Exhibition requires submission of Pilot Proposal to the project wiki. See <http://taskgroups.caleconnect.org/California+Connects> for details.

Conference Schedule

Wednesday, July 18

4:00 pm to 8:00 pm Conference Registration Open in Grand Salon Foyer
 4:00 pm to 8:00 pm Optional early exhibit Set-up

Thursday, July 19

7:00 am to 7:00 pm Conference Registration Open in Grand Salon Foyer
 7:00 am to 8:30 am Continental Breakfast in Exhibit space
 7:30 am to 5:00 pm Exhibits OPEN
 8:00 am to 5:00 pm *Conference Plenary Sessions in Grand Salon*
 9:15 am to 10:00 am Morning refreshments served in California Connects Exhibition
 11:45 am to 1:15 pm Lunch served in California Connects Exhibition
 3:00 pm to 3:45 pm Afternoon refreshments served in California Connects Exhibition

Friday, July 20

7:00 am to 12:00 pm Conference Registration Open in Grand Salon Foyer
 7:00 am to 8:30 am Continental Breakfast in Exhibit space
 7:30 am to 5:00 pm Exhibits OPEN
 8:00 am to 5:00 pm *Conference Plenary Sessions in Grand Salon*
 9:15 am to 10:00 am Morning refreshments served in California Connects Exhibition
 11:45 am to 1:15 pm Lunch served in California Connects Exhibition
 3:00 pm to 3:45 pm Afternoon refreshments served in California Connects Exhibition
 5:00 pm to 7:00 pm Dismantle and remove Exhibit materials

Exhibitor/Sponsor Opportunities

Redwood MedNet is a nonprofit corporation. Your sponsorship may be tax deductible.

All Exhibitor/Sponsor levels include the following:

- Logo display on conference materials
- Logo hyperlinked on the conference website
- Full access at the conference
- Full list of conference attendees, including email addresses

PLATINUM – \$5,000

- Recognition from the Chair during open and close of conference
- Sponsor exhibit space (*OPTIONS: 8' table with chairs, power outlet, Internet*)
- Option to participate in the **California Connects Interoperability Exhibition***
- 2 conference registrations (*\$1,200 value*)
- 2 tickets to the conference dinner on Thursday July 19th (*\$150 value*)

And *one of the following branding options*

- Logo on conference attendee badges
- Logo on conference attendee bag
- Sponsorship of Lunch, Thursday July 19th
- Sponsorship of Reception, Thursday evening July 19th
- Sponsorship of Lunch, Friday July 20th
- Scholarship fund for Student attendees
- Scholarship fund for government (Public or Mental Health) attendees
- Scholarship fund for Critical Access Hospital attendees
- Scholarship fund for Safety Net Clinic attendees

GOLD – \$3,000

- Recognition from the Chair during open and close of conference
- Sponsor exhibit space (*OPTIONS: 8' table with chairs, power outlet, Internet*)
- Option to participate in the **California Connects Interoperability Exhibition***
- 2 conference registrations (*\$1,200 value*)
- 2 tickets to the conference dinner on Thursday July 19th (*\$150 value*)

SILVER – \$2,000

- 6' table in public space with 2 chairs (*OPTIONS: power outlet, Internet*)
- 2 conference registrations (*\$1,200 value*)
- 2 tickets to the conference dinner on Thursday July 19th (*\$150 value*)

BRONZE – \$1,000

- Literature displayed on community literature table
- 1 conference registration (*\$600 value*)
- 1 ticket to the conference dinner on Thursday July 19th (*\$75 value*)

* See NOTE on page 3 regarding submission of Pilot Proposal to participate in California Connects.

Exhibitor / Sponsor Contract

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Thursday & Friday, July 19th to 20th, 2012
DoubleTree Hotel, Rohnert Park, California

Please print the organization name as it will appear in conference materials and website.

.....
Organization Name

.....
Mailing Address

.....
City, State, Zip Code

.....
Contact Name*

.....
Contact Phone*

.....
Contact email*

Please check Exhibit/Sponsor level.

PLATINUM – \$5,000

SELECT ONE OF THESE OPTIONS

Logo on conference badge

Logo on conference bag

Lunch, Thursday July 19th

Reception, Thursday July 19th

Lunch, Friday July 20th

Student Scholarship

Government Scholarship

Critical Access Hospital Scholarship

Safety Net Clinic Scholarship

GOLD – \$3,000

SILVER – \$2,000

BRONZE – \$1,000

**Correspondence will be sent to this conference contact*

.....
Authorizing Signature

.....
Date

.....
Authorizing Name

.....
Authorizing Title

By signing this Exhibitor/Sponsor Contract you agree to the terms, requirements, conditions and obligations in the Exhibitor/Sponsor Prospectus and Contract.

Exhibitor / Sponsor Contract

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Shipping

Please notify Redwood MedNet by July 9, 2012 of your exhibit material shipping plans. When shipping materials directly to the DoubleTree Hotel please observe the following requirements:

- Schedule your freight arrival no earlier than July 17, 2012; shipments arriving earlier than two (2) days prior to July 19, 2012 are subject to refusal by the facility.
- No boxes over 50 pounds will be accepted.
- No pallets will be accepted.

Each package must be labeled with the following information and sent to:

RWMN Conference July 19 to July 20, 2012
Attn: Name (Exhibitor/Sponsor Staff Member)
Package 1 of x (where "x" is the total number of packages)

DoubleTree Hotel - Sonoma Wine Country
1 Doubletree Drive
Rohnert Park, CA 94928

Terms

Exhibitors/Sponsors are responsible for setup and breakdown of exhibits. Exhibitors/Sponsors may set up in their assigned exhibit space on Wednesday, July 18, 2012 starting at 4:00 pm. Exhibits must be dismantled and exhibit materials removed from the room by 7:00 pm on Friday, July 20, 2012. Exhibitors/Sponsors are responsible for return arrangements of their materials.

Cancellation Policy

Exhibitor/Sponsor shall have the right to cancel this Exhibitor/Sponsor Contract at any time by written notice to Redwood MedNet. If Exhibitor/Sponsor cancels participation in the 2012 Conference, refunds will be made as follows.

- Prior to June 1, 2012: full refund
- Between June 1 - June 15, 2012: total paid minus \$400
- After June 15, 2012: no refund

Redwood MedNet reserves the right to re-sell any exhibition space canceled by Exhibitor/Sponsor.

Payment

Please enclose full payment with the Exhibitor/Sponsor Contract. If full payment is not enclosed, payments received after July 1, 2012 will be subject to a 10% late fee.

- Enclosed please find my payment for the above sponsor level
- Please send invoice, terms net 15 or conference date, whichever is first

Redwood MedNet accepts:

- Visa
- MasterCard
- American Express

Card number Expiration

Authorization Signature

Please mail or fax the completed and signed Exhibitor/Sponsor Contract to:

Redwood MedNet
216 W. Perkins Street, Suite 206
Ukiah, CA 95482

Fax Number - 707.462.5015
Email - conference@redwoodmednet.org

Exhibitor / Sponsor Contract

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Staff Registrations

Use the following to register staff for the conference. Note: Bronze level includes one full conference registration. Silver, Gold and Platinum levels include two full conference registrations. Full registrations include Thursday night dinner. An Exhibitor/Sponsor may purchase up to two additional full registrations at \$250 each.

First Name: Last Name:
Clinical or Graduate Degree(s): Position/Title:
Company: Address:
City: State: Zip:
eMail: Phone:

First Name: Last Name:
Clinical or Graduate Degree(s): Position/Title:
Company: Address:
City: State: Zip:
eMail: Phone:

First Name: Last Name:
Clinical or Graduate Degree(s): Position/Title:
Company: Address:
City: State: Zip:
eMail: Phone:

First Name: Last Name:
Clinical or Graduate Degree(s): Position/Title:
Company: Address:
City: State: Zip:
eMail: Phone: